

TIME: 3:59  
DATE: MON  
SPONSOR: WALTER E. DENNY  
SOLICITOR: NE

[ THIS IS SHORT -- READ SLOWLY AND SOUND SINCERE. ]

EXPERIENCE IS IMPORTANT---THAT'S A RATHER OLD AND TIRED  
EXPRESSION. BUT WHEN SOMETHING COMES ALONG -- LIKE  
HAVING YOUR EYE-GLASSES FIXED, YOU WANT AN OPTICIAN WITH  
EXPERIENCE. YOU'LL WANT TO SEE WALTER E. DENNY AT 201  
MAIN STREET. MR. DENNY HAS HAD 35 YEARS OF EXPERIENCE IN  
FILLING PRESCRIPTIONS AND REPAIRING GLASSES. HIS SERVICES  
ARE OF THE VERY HIGHEST QUALITY. YOU KNOW <sup>HOW</sup> IMPORTANT IT IS TO  
TAKE GOOD CARE OF YOUR GLASSES--THAT'S WHY YOU'LL  
LET WALTER E. DENNY HELP YOU. FOR FINE SERVICE AND  
LONG EXPERIENCE,-----SEE WALTER E. DENNY, OPTICIAN,  
AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE,  
NORTHAMPTON. THE CORRECT TIME IS NOW.....4:00 PM.

STAY TUNED FOR THE BEST IN MUSIC, NEWS AND SPORTS.

Please sign:

*Holly Sarbone - 3/8/54*



TIME: 11:55  
DATE: MAY 10  
SPONSOR: WALTER E. DENNY  
SOLICITOR: HE

[THIS IS SHORT -- READ SLOWLY AND SOUND BINDER]

EXPERIENCE IS IMPORTANT---THAT'S A FACTOR OLD AND TINED  
EXPRESSION, BUT THEN SOMETHING COMES ALONG -- LIKE  
HAVING YOUR EYE-GLASSES FIXED, YOU WANT AN OPTICIAN WITH  
EXPERIENCE. YOU'LL WANT TO SEE WALTER E. DENNY AT 301  
MAIN STREET. MR. DENNY HAS HAD 35 YEARS OF EXPERIENCE IN  
FILLING PRESCRIPTIONS AND REPAIRING GLASSES. HIS SERVICES  
ARE OF THE VERY HIGHEST QUALITY. YOU KNOW, IMPORTANT IT IS TO  
TAKE GOOD CARE OF YOUR GLASSES--THAT'S WHY YOU'LL  
LET WALTER E. DENNY HELP YOU. FOR EYE SERVICE AND  
LONG EXPERIENCE,-----SEE WALTER E. DENNY, OPTICIAN,  
AT 301 MAIN STREET.

YOU ARE TUNED TO 600, WOSR, THE VOICE OF BRITISH COLLEGE,  
BOSTONHAMPTON. THE CORRECT TIME IS NOW.....8:00 PM.  
STAY TUNED FOR THE BEST IN MUSIC, NEWS AND SPORTS.

*Walter E. Denny*  
*3/4/54*